

## National Organizations Report

### Association of American Indian Physicians (AAIP)

- AAIP branded with their own contact information, but left Rudy's picture and mailed posters to all of their partners, approximately 1,300, in the Fall Mailing (September 2, 2009). AAIP encouraged partners to reprint their own version of the posters with pictures of their own community members and contact information. AAIP offered to send CD files to any partners interested in recreating their own posters. AAIP received three requests for poster CD files. Betty Nason at Yakama Nation; Robert Ironmaker Indian Health Board of Billings; and Kelli Wilson with the Wewoka Indian Clinic.
- AAIP promoted the campaign on their November Diabetes & American Indian Heritage Awareness Month webpage (<http://www.aaip.org/?page=DiabetesAwareMonth>). Five main activities are listed on this webpage with the campaign being one of them.
- AAIP featured an article on the campaign in their E-Legacy, the monthly e-newsletter, in November and December.
- AAIP advertised for the campaign in their annual newsletter, the Legacy, printed December 15th and mailed to all of their partners and member physicians, over 1600 recipients.
- AAIP included the campaign in the January 2010 Healthcare Provider mailing (e-mail) sent out to 300 universities, schools, clinics, and health care organizations in areas where they would most likely treat American Indian/Alaska Native patients.

### Black Women's Health Imperative (BWHI)

During November, National Diabetes Awareness Month, the Black Women's Health Imperative conducted a series of outreach and education activities with their constituents, utilizing both the new "Managing Diabetes" campaign materials and the "older" NDEP materials. What follows is an overview of the activities, the materials used to support the activities and potential reach of the activities.

- As soon as the new campaign materials were made available, Imperative staff crafted an email message to be distributed to our Health Wise Woman Diabetes Prevention Education Project participants (including our 83 trained diabetes community health leaders and over 3,000 community women who have participated in their health education sessions. The email message included the link to the website for the Managing Diabetes campaign materials and all health leaders were encouraged to utilize the materials in their upcoming health education sessions for the month. The community health leaders received the link to "Promoting Diabetes Awareness in Your Community", plus "Tips to Help You Stay Healthy" and "If You Have Diabetes, Know Your Blood Sugar Numbers". Across the eight cities where their program operates, a total of

10 health education sessions were conducted during the month of November reaching a total of over 500 women.

- On November 13, 2009, Imperative staff was invited to speak at a church in the DC metro area on issues impacting Black women's health including diabetes. A total of 95 Black women were in attendance for this event. Staff produced 250 copies of the Tips fact sheet, and the Know Your Blood Sugar Numbers sheet, along with the "50 Ways..." sheet for the event and all copies were disseminated.
- On November 18, 2009, the Imperative produced the second airing of its online radio program, "The Black Women's Health Report with Eleanor Hinton Hoytt". Featured topics for the 30-minutes broadcast included a 15 minutes segment on Living Well with Diabetes that featured the personal story of a 35-year-old women recently diagnosed with diabetes. Prior to her segment airing, V. Rochester provided listeners with an overview of the Imperative's NDEP-funded diabetes program activities and cited the online resources available to interested individuals, including the launch of the Managing Diabetes Campaign and the resources available on the website.
- The Imperative has established links to all the Managing Diabetes campaign materials on its website as part of the diabetes webpage, along with links to the other diabetes materials. They will, at a later date, be able to determine how many hits these items have received.

#### **Khmer Health Advocates (KHA)**

Khmer Health Advocates did not promote the updated "Managing Diabetes" campaign in November because their understanding was that the materials had not yet been tailored for Asian audiences. Because the materials were developed to target general AAPI audiences and since the faces did not appear to be specifically Cambodian, KHA did not initially disseminate the information. Subsequently, however, an announcement and link to the updated materials has been included in their January 2010 National Cambodian American Diabetes Project e-Newsletter, sent to 2152 contacts (included below).

#### **National Association of School Nurses (NASN)**

The membership of NASN, school nurses, primarily address health promotion and disease prevention of school age children. While the NDEP "Managing Diabetes – It's not easy, but it's worth it" materials do not apply to this population, they are applicable to school personnel and school community – a secondary focus of the school nurse. While not directly promoted during November, the NDEP website with its myriad of resources was promoted.

#### **National Medical Association (NMA)**

As part of the National Medical Association Diabetes Education Program's 2009-2010 media campaign, the print ad, "*Managing Diabetes. Its not easy, but its worth it,*" was promoted in Houston Texas's newspaper - the Defender the first week of November. This African American newspaper has a readership of 60,000. Plans are on the way to release this print ad in African

American newspapers in NMA's remaining Coalition cities of Atlanta, Washington, DC, Pine Bluff, Indianapolis and Los Angeles between now and Diabetes Alert Day in March 2010.

The names of the newspapers are as follows:

- Atlanta - The Atlanta Voice - readership 40,000
- DC - The Washington Afro American, readership 100,000
- Indianapolis - The Indianapolis Recorder, readership 70,000
- Arkansas - Pine Bluff – to be determined.
- Los Angeles - The Sentinel - readership 150,000

### **Papa Ola Lokahi Pacific Diabetes Education Program (PDEP)**

A message about the availability of these “Managing Diabetes-It’s not easy, but it’s worth it” materials was sent to Pacific Island and Hawai’i partners in October. Specifically, PDEP promoted the use of the materials from this campaign that were tailored for the AAPI audience. At the end of November, they contacted their partners to ask how the materials may have been used in diabetes awareness and education activities. If partners were not able to use the materials, they were asked to let us know why not.

Several barriers to using the NDEP materials were identified, including a need for materials to be translated into local languages, prohibitive costs associated with downloading and printing materials, and a strong community preference for local/tailored materials. However, it should be noted that several communities chose to use PDEP materials in their activities, many of which have been adapted from NDEP materials and convey similar messages that are packaged in a way that has been tested and found to be culturally appropriate by community members.

Some of the responses that PDEP received are as follows:

- Marshall Islands DPCP-We partly used materials from the NDEP program. I say “partly” because we used our own materials, which were based on NDEP materials but tailored to our own setting. Our materials included a poster that was used for community education outreach activities, and a bookmark that was given to churchgoers. These materials are very helpful in getting our message across.
- Marshall Islands NGO (Youth to Youth in Health)-We received the NDEP materials and have made them available in our waiting room. They do not seem to be in high demand; people prefer to take the local/tailored materials.
- Chuuk Women’s Council-We did not have funds for translating the national materials. So instead we chose to use materials that PDEP developed to promote healthy eating habits and improve attitudes and beliefs that can control/manage diabetes in our families, schools, and communities.
- Chuuk (DPCP)-Because we did not receive any printed copies and could not afford to print our own, we chose to use the local materials that were provided by PDEP that featured people from our own communities.

- Kosrae-We were not able to use the materials yet because we are tied up with the NCD Steps Survey (statewide assessment project) and had to postpone many of our November activities.
- American Samoa-We downloaded and printed the NDEP campaign materials that were translated into Samoan (e.g., 4 steps to control your diabetes for life). We also used the materials from PDEP that we adapted in our local language.



**NCADD e-Newsletter**

*Helping each other to care and prevent diabetes*

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National Cambodian American Diabetes Project

NCADD is a project of Khmer Health Advocates, Inc., funded by Cooperative Agreement Number U58/DP124586 from the Centers of Disease Control and Prevention.

## *Bravas Dai Knea is Give and Take*

*The Second National Cambodian American Town Hall Meeting brings together over fifteen cities nation-wide to take action on diabetes care and prevention*



Above Photo: [left to right] Ms. Adele Gordan (Community Health Center, Inc.), Ms. Theany Kuoeh (Khmer Health Advocates, Inc) and Dr. Lim Keuky (Guest Presenter from the World Health Organization) addresses an audience of Cambodian community members at the Community Health Center, Inc. in Danbury, Connecticut, one of the fifteen town hall meeting sites on December 2, 2009. Background screen is of the multipoint videoconferencing screen that was used to communicate with the other meeting sites during the town hall meeting. Photo courtesy of the Community Health Center, Inc.

**W**ith nearly five hundred attendees, fifteen videoconferencing and web

January 2010  
Issue 4

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**New NDEP Diabetes Control Campaign**

*Managing Diabetes - it's not easy, but it's worth it!*

